AMMS-125744550 Arkansas SERFF Tracking Number: State: Filing Company: State Tracking Number: 39726 Golden Rule Insurance Company

Company Tracking Number: SA-S-1356R

TOI: H16G Group Health - Major Medical Sub-TOI: H16G.001C Any Size Group - Other

Product Name: Vision

Project Name/Number: Vision Benefit Rider/SA-S-1356R

Filing at a Glance

Company: Golden Rule Insurance Company

Product Name: Vision SERFF Tr Num: AMMS-125744550 State: ArkansasLH TOI: H16G Group Health - Major Medical SERFF Status: Closed State Tr Num: 39726

Sub-TOI: H16G.001C Any Size Group - Other Co Tr Num: SA-S-1356R State Status: Approved-Closed

Co Status: Reviewer(s): Rosalind Minor Filing Type: Form Disposition Date: 07/24/2008 Authors: Jean Davis, Jennifer

Konschake, Debra Schneider, Pam

Devos, Sondra Grosse

Date Submitted: 07/24/2008 Disposition Status: Approved-

Closed

Implementation Date Requested: On Approval Implementation Date:

State Filing Description:

General Information

Project Name: Vision Benefit Rider Project Number: SA-S-1356R Date Approved in Domicile: Requested Filing Mode: Review & Approval **Domicile Status Comments:**

Explanation for Combination/Other:

Submission Type: New Submission

Overall Rate Impact:

Filing Status Changed: 07/24/2008 State Status Changed: 07/24/2008 Corresponding Filing Tracking Number:

Filing Description:

Please see cover letter.

Status of Filing in Domicile:

Market Type: Group

Group Market Size: Large

Group Market Type: Association

Deemer Date:

Company and Contact

Filing Contact Information

SERFF Tracking Number: AMMS-125744550 State: Arkansas State Tracking Number: 39726

Filing Company: Golden Rule Insurance Company

Company Tracking Number: SA-S-1356R

TOI: H16G Group Health - Major Medical Sub-TOI: H16G.001C Any Size Group - Other

Product Name: Vision

Vision Benefit Rider/SA-S-1356R Project Name/Number:

Sondra Grosse, Contract Analyst sondra.grosse@eams.com 3100 AMS Blvd (920) 661-6913 [Phone] Green Bay, WI 54313 (920) 661-9861[FAX]

Filing Company Information

Golden Rule Insurance Company State of Domicile: Indiana CoCode: 62286

7440 Woodland Drive Group Code: 707 Company Type: Life and Health

State ID Number: Indianapolis, IN 46278 Group Name:

(317) 297-0358 ext. [Phone] FEIN Number: 37-6028756

SERFF Tracking Number: AMMS-125744550 State: Arkansas

Filing Company: Golden Rule Insurance Company State Tracking Number: 39726

Company Tracking Number: SA-S-1356R

TOI: H16G Group Health - Major Medical Sub-TOI: H16G.001C Any Size Group - Other

Product Name: Vision

Project Name/Number: Vision Benefit Rider/SA-S-1356R

Filing Fees

Fee Required? Yes
Fee Amount: \$35.00
Retaliatory? No

Fee Explanation:

Per Company: No

COMPANY AMOUNT DATE PROCESSED TRANSACTION #

Golden Rule Insurance Company \$35.00 07/24/2008 21573421

SERFF Tracking Number: AMMS-125744550 State: Arkansas

Filing Company: Golden Rule Insurance Company State Tracking Number: 39726

Company Tracking Number: SA-S-1356R

TOI: H16G Group Health - Major Medical Sub-TOI: H16G.001C Any Size Group - Other

Product Name: Vision

Project Name/Number: Vision Benefit Rider/SA-S-1356R

Correspondence Summary

Dispositions

Status	Created By	Created On	Date Submitted
Approved- Closed	Rosalind Minor	07/24/2008	07/24/2008

 SERFF Tracking Number:
 AMMS-125744550
 State:
 Arkansas

 Filing Company:
 Golden Rule Insurance Company
 State Tracking Number:
 39726

Company Tracking Number: SA-S-1356R

TOI: H16G Group Health - Major Medical Sub-TOI: H16G.001C Any Size Group - Other

Product Name: Vision

Project Name/Number: Vision Benefit Rider/SA-S-1356R

Disposition

Disposition Date: 07/24/2008

Implementation Date:
Status: Approved-Closed

Comment:

Rate data does NOT apply to filing.

SERFF Tracking Number: AMMS-125744550 State: Arkansas Golden Rule Insurance Company State Tracking Number: 39726

Filing Company:

TOI: H16G Group Health - Major Medical Sub-TOI: H16G.001C Any Size Group - Other

Product Name: Vision

Company Tracking Number:

Project Name/Number: Vision Benefit Rider/SA-S-1356R

SA-S-1356R

Item Type	Item Name	Item Status	Public Access
Supporting Document	Certification/Notice	Approved-Closed	Yes
Supporting Document	Application	Approved-Closed	Yes
Supporting Document	Cover Letter	Approved-Closed	Yes
Supporting Document	Illustration	Approved-Closed	Yes
Form	Vision Benefit Rider	Approved-Closed	Yes

 SERFF Tracking Number:
 AMMS-125744550
 State:
 Arkansas

 Filing Company:
 Golden Rule Insurance Company
 State Tracking Number:
 39726

Company Tracking Number: SA-S-1356R

TOI: H16G Group Health - Major Medical Sub-TOI: H16G.001C Any Size Group - Other

Product Name: Vision

Project Name/Number: Vision Benefit Rider/SA-S-1356R

Form Schedule

Lead Form Number: SA-S-1356R

Review	Form	Form Type Form Name	Action	Action Specific	Readability	Attachment
Status	Number			Data		
Approved-	SA-S-	Certificate Vision Benefit Rider	Initial			AR SA-S-
Closed	1356R	Amendmen				1356R
		t, Insert				Rider.pdf
		Page,				
		Endorseme				
		nt or Rider				

VISION BENEFIT RIDER

By attachment of this rider the [certificate][policy] is amended as follows:

DEFINITIONS: For the purposes of this benefit, the following definitions apply:

- A. "Comprehensive eye examination" means an examination by an ophthalmologist or optometrist to determine the health of the eye, including glaucoma tests and refractive examinations to measure the eye for corrective lenses.
- B. "Vision benefit preferred provider" is an ophthalmologist or optometrist who has contracted with the vision benefit network [, as identified on your identification card] and is licensed and otherwise qualified to practice vision care and/or provide vision care materials.
- C. "Vision benefit non-preferred provider" is any ophthalmologist, optometrist, optician, or other licensed and qualified vision care provider who has not contracted with the vision benefit network [, as identified on your identification card] to provide vision care services and/or vision care materials.

HOW THE VISION BENEFIT PROGRAM WORKS: Copayment, *deductible amounts* and coinsurance may differ when services are rendered and billed directly by a:

- A. Vision benefit preferred provider, or
- B. Vision benefit non-preferred provider.

See your Data Page for the different amounts.

We have a contract with the vision benefit network [, as identified on *your* identification card]. Vision benefit preferred providers agree to discount their service fees. You or your covered dependents pay any applicable copayments, deductible amount or coinsurance. Vision benefit preferred providers then agree to accept our benefit payment as payment in full for covered expenses..

We do not have a contract with vision benefit non-preferred providers. You or your covered dependent must pay any applicable copayments, deductible amount or coinsurance. After satisfaction of applicable copayments, deductible amount or coinsurance, benefits are limited to the applicable allowance amount listed on the Data Pages.

When the amount of actual charges exceeds the allowance amount listed on the Data Pages, the vision benefit non-network providers may bill you or your covered dependent for the excess amount.

COVERED EXPENSES: Covered expenses are payable for you and your covered dependent as shown in the Data Page and are limited to charges for:

- A. Comprehensive eye examinations. Benefits are limited to [1] exam per [12] months.
- B. [Prescription eyewear. Benefits are limited to [1] pair of prescription single vision lenses per [12] months and [1] pair of frames per [24] months:
 - Spectacle lenses as prescribed by an ophthalmologist or optometrist; frames and their fitting and subsequent adjustments to maintain comfort and efficiency; or
 - 2. Elective contact lenses that are in lieu of prescription spectacle lenses and frames; and
 - Medically necessary contact lenses and professional services when prescribed or received under the following circumstances;
 - Following cataract surgery; or
 - b. To correct extreme visual acuity problems that cannot be corrected with spectacle lenses.

This vision benefit program is designed to cover vision needs rather than cosmetic extras. Cosmetic extras include:

A. Blended lenses;

- B. Oversize lenses:
- C. Photochromic lenses;
- D. Tinted lenses except pink #1 or #2;
- E. Progressive multifocal lenses;
- F. Coating of a lens or lenses;
- G. Laminating of a lens or lenses;
- H. Frames that cost more than the plan allowance;
- Cosmetic lenses;
- J. Optional cosmetic processes; and
- K. UV (ultraviolet) protected lenses.

If you or your covered dependent select a cosmetic extra, the plan will pay the medically necessary costs of the allowed lenses and you or your covered dependent will be responsible for the additional cost of the cosmetic extra.]

EXCLUSIONS AND LIMITATIONS: The following exclusion is removed from the [certificate][policy]

For eyeglasses, contact lenses, hearing aids, eye refraction, visual therapy, or for any examination or fitting related to these devices;

And replaced with:

For eyeglasses, contact lenses, hearing aids, eye refraction, visual therapy, or for any examination or fitting related to these devices unless expressly provided for under this vision benefit;

Covered expenses will not include and no benefits are payable under this rider for any charges incurred for the following:

- A. Orthoptics or vision therapy training and any associated supplemental testing;
- B. [Plano lenses (a lens with no prescription on it);]
- C. [Replacement of lenses and frames furnished under this plan which are lost or broken except at the normal intervals when services are otherwise available;]
- D. Medical or surgical treatment of the eyes;
- E. Any eye examination or any corrective eyewear, required by an employer as a condition of employment;
- F. Corrective vision treatment of an experimental or investigative nature;
- G. Corrective surgical procedures such as, but not limited to, Radial Keratotomy (RK) and Photo-refractive Keratectomy (PRK);
- H. [Elective contact lenses if prescription spectacle lenses and frames are received in any [12] month period;]
- [Prescription spectacle lenses and frames if elective contact lenses are received in any [24] month period;]

- J. Eyewear[except prescription eyewear];
- K. Charges that exceed the allowance amount listed on the Data Pages; and
- L. Services or treatments that are already excluded in the General Exclusions and Limitations section of the [certificate][policy].

[This [endorsement] [rider] applies only to covered persons who reside in the state of [xxxxx].]

This rider will not change, waive or extend any part of the [certificate][policy], other than as stated herein.

This rider is effective [at the same time as the [[certificate][policy], [unless a later date is shown][or June 1, 2008, whichever is later]].

Golden Rule Insurance Company

Secretary

SERFF Tracking Number: AMMS-125744550 State: Arkansas 39726

Filing Company: Golden Rule Insurance Company State Tracking Number:

Company Tracking Number: SA-S-1356R

TOI: H16G Group Health - Major Medical Sub-TOI: H16G.001C Any Size Group - Other

Product Name: Vision

Project Name/Number: Vision Benefit Rider/SA-S-1356R

Rate Information

Rate data does NOT apply to filing.

SERFF Tracking Number: AMMS-125744550 State: Arkansas
Filing Company: Golden Rule Insurance Company State Tracking Number: 39726

Company Tracking Number: SA-S-1356R

TOI: H16G Group Health - Major Medical Sub-TOI: H16G.001C Any Size Group - Other

Product Name: Vision

Project Name/Number: Vision Benefit Rider/SA-S-1356R

Supporting Document Schedules

Review Status:

Satisfied -Name: Certification/Notice Approved-Closed 07/24/2008

Comments: Attachment:

AR Readability Certification.pdf

Bypassed -Name: Application Review Status:

Approved-Closed 07/24/2008

Bypass Reason: Not applicable, rider filling.

Comments:

Review Status:
Satisfied -Name: Cover Letter Approved-Closed 07/24/2008

Satisfied -Name: Cover Letter Comments:

Attachment:
AR Cover Letter.pdf

Satisfied -Name: Illustration Review Status:

Approved-Closed 07/24/2008

Comments: Attachment:

AR Illustration.pdf

READABILITY CERTIFICATION

We do hereby certify that in our judgement this filing is:

READABLE (simple sentence structure, shortness of sentences, use of common words, avoidance of legal and technical terms to greatest possible extent and defining of those terms which cannot be avoided, minimum cross references);

LEGIBLE (ample type size for text with contrasting type for headings and subheadings, ample space between lines, ample white space in margins and between sections, ample ink to paper contract); and

IN LOGICAL ORDER AND FORMAT (table of contents included, sections and subsections self-contained and arranged in logical flow, extensive use of headings and subheadings to facilitate location of particular items, outline form used where desirable for clarity).

Further, this filing meets or exceeds the requirements of the policy readability legislation currently effective in your state.

Certified by:

July 24, 2008

Date

Julie A. Van Straten
Vice President and General Counsel

A15-F



A UnitedHealthcare Company

July 24, 2008 Filed via SERFF

Ms. Rosalind Minor Arkansas State Department of Insurance Life, A&H, Annuities 1200 W. Third Street Little Rock, AR 72201-1904

Re: Filing Submitted for Approval

Golden Rule Insurance Company NAIC # 707-62286 Company Tracking No.: SA-S-1356R

SA-S-1356R Vision Benefit Rider

Readability Certification

Dear Ms. Minor:

We respectfully submit the attached form for your approval. This form is new and does not replace any form previously submitted for approval to your Department.

Vision Benefit Rider SA-S-1356R will be used with new and existing certificates sold in your state. This optional benefit rider will be offered with a variety of options, including a variety of copay, deductible and coinsurance options, as well as optional benefits specific to each plan. An illustration of the vision benefits that will be included on the health insurance certificate Data Page is attached for your convenience. The Data Page will be tailored to reflect the vision benefits made available and selected by each primary insured.

Vision benefits may be offered with and without eyewear coverage. These variables are reflected in these forms. The rider will be available to applicants as a network provider benefit or an indemnity benefit.

No part of this filing contains any unusual or possibly controversial items from normal company or industry standards.

We appreciate your time and attention to this filing.

If you have any questions or need additional information, please contact me at 1-800-232-5432 extension 16913, by email at Sondra.Grosse@eAMS.com, or by fax at 920-661-9861.

Sincerely,

Sondra Grosse Contract Analyst

Attachments

Section 2 DATA PAGE

[Policy Number - 999-999-999 Insured - John Doe Plan - Individual/Husband-Wife/All Family/ One-Parent Family

Total Premium - \$XXXX.XX

Insured Health Class - Preferred/Standard/Tobacco Spouse Health Class - Preferred/Standard/Tobacco

[Plan [Choice] - Option A/Option B]

[See rider-amendment(s) attached to policy

Premium Mode – [Monthly/Quarterly]
First Renewal Date - Month Day, Year
Effective Date:

For Injuries - Month Day, Year For Illnesses - Month Day, Year

1

[IMPORTANT: If covered expenses are incurred at a non-preferred provider benefits will be less than the amount that would have otherwise been payable at a preferred provider Please refer to the information listed below.]

[IMPORTANT: Non-preferred providers may bill you for any amount up to the billed charge after we have paid benefits due under this [policy] [certificate]. Preferred providers have agreed to discounted pricing for covered expenses with no additional billing to you other than consurance and deductible amounts.]

[VISION BENEFIT

Eye Exam	[\$25] [copay] (then] [100%] [up to [\$40] allowance]]
Eye Exam Non-Preferred Provider	
[Frames ³	[\$25] [copay] [then] [100%] [up to [\$40] allowance]]
Frames Non-Preferred Provider	[\$25] [1] [60pay] [then] [100%] [up to [\$40] allowance]
[Standard] Single Vision I	
[Standard] Single Vision Lenses	\$25]!" [consyl [thon] [100%] [up to [\$40] ollowses]
Single Vision Lenses Non-Preferred Pr	ovider [\$25] [copay] [then] [100%] [up to [\$40] allowance]
[Standard] Bifocal Lenses	[\$25] [[copay] [then] [100%] [up to [\$40] allowoped]
Bifocal Lenses Non-Preferred Provider	15251 [conav] [thon] [1000/1 [up to [\$40] ollows===1
[Standard] Trifocal Lenses	
Trifocal Lenses Non-Preferred Provider	
[Standard] [Lenticular] Lenses	
I enticular langual May D. Co. L.D.	fight to fatol anomalical
[Lenticular Lenses] Non-Preferred Prov	rider [\$25] [copay] [then] [100%] [up to [\$40] allowance]]
[Covered-in-Full][Elective]Contacts ²	[\$25] [copay] [then] [100%] [4] [up to [\$40] allowance]
Contacts Non-Preferred Provider	[\$25] [copay] [then] [100%] [up to [\$40] allowance]]
[Necessary] Contacts	[\$25] [copay] [then] [100%] [4] [up to [\$40] allowance]
Contacts Non-Referred Provider	[\$25] [copay] [thon] [4009/] [up to [\$40] allowance]

^{[1} If you purchase Eyeglass Lenses and Eyeglass Frames at the same time from the same Preferred Provider only one Copayment will apply to those Eyeglass Lenses and Eyeglass Frames together.

² You are eligible to select only one of either eyeglasses (Eyeglass Lenses and/or Eyeglass Frames) or Contact Lenses. If you select more than one of these Services, only one Service will be covered.

³ You may purchase from your Preferred Provider Eyeglass Frames that are outside of the Covered Eyeglass Frames Selection. Non-selection Eyeglass Frames will receive an allowance. The Eyeglass Frame allowance will be [\$50] wholesale or [\$130] retail, depending upon the type of Preferred Provider selected. No Copayment will apply to non-selection Eyeglass Frames.

⁴ You may purchase from your Preferred Provider Contact Lenses that are outside of the Covered Contact Lens Selection. Non-selection Contact Lenses will receive an allowance [of [\$105] [for elective] [contacts]] [and [\$210] [for necessary [contacts]]. No Copayment will apply to non-selection Contact Lenses.]